



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 334853

Schedule Dates 10/02/12-10/08/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/7 SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID,BETSY
Phone/Fax /
CPE 11/15/305
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 10/02
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/01/12
Last Modified 10/01/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06357935
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,006.25
Net Total \$28,368.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012 45 \$33,375.00
Grand Total: 45 \$33,375.00

(Handwritten signature)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	10A- Ellen	3		X	X	X	X			3	\$250.00	\$750.00	Pittsburgh (WPXI)	ELLEN/1	10/1/12
2.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	9A- Today Show 9a	2		X	X	X	X			2	\$300.00	\$600.00	Pittsburgh (WPXI)	TODAY 9-10A/11	10/1/12
3.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	4		1	1	1	1			4	\$1,350.00	\$5,400.00	Pittsburgh (WPXI)	LATE NEWS/2	10/1/12
4.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	11:59A- Channel 11 News At Noon	3		X	X	X	X			3	\$275.00	\$825.00	Pittsburgh (WPXI)	NOON NEWS/3	10/1/12
5.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	4P- Judge Judy 4p	3		X	X	X	X			3	\$300.00	\$900.00	Pittsburgh (WPXI)	JUDY 4-430P/4	10/1/12
6.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5P- 5:30P (EST)	4		1	1	1	1			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 5-530P/5	10/1/12
7.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5:58P- Channel 11 News At 6pm M-F	4		1	1	1	1			4	\$775.00	\$3,100.00	Pittsburgh (WPXI)	NEWS 6-630P/6	10/1/12
8.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5:59A- Channel 11 News 6am	4		1	1	1	1			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/7	10/1/12
9.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	6:59P- Jeopardy	3		X	X	X	X			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	JEOP 7-730P/8	10/1/12
10.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	7A- 8A (EST)	4		1	1	1	1			4	\$475.00	\$1,900.00	Pittsburgh (WPXI)	TODAY 7-8A/9	10/1/12
11.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	7:30P- WHEEL OF FORTUNE	3		X	X	X	X			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	WHEEL 730-8P/10	10/1/12
12.0	Normal Line / Prime	10/08/12-10/08/12	5	:30	7:57P- The Voice 8-10P	1								1	\$3,500.00	\$3,500.00	Pittsburgh (WPXI)	THE VOICE 8-10P/12	10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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14.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	6A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8-10A/14	10/1/12
15.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P		1							1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/15	10/1/12
16.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5P- 5:30P (EST)		1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/16	10/1/12
17.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:58P- Channel 11 News At 6PM M-F		1							1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/17	10/1/12
18.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:59A- Channel 11 News 6am		1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/18	10/1/12
19.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	7A- 8A (EST)		1							1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-8A/19	10/1/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____
Accepted Station: _____ Date: _____
Comments: _____

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